



County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION • LOS ANGELES, CALIFORNIA 90012
(213) 974-1101
<http://cao.co.la.ca.us>

DAVID E. JANSSEN
Chief Administrative Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

June 25, 2004

To: Supervisor Don Knabe, Chairman
Supervisor Gloria Molina
Supervisor Yvonne B. Burke
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

From: David E. Janssen 
Chief Administrative Officer

COUNTY GOVERNMENT ACCESS CHANNEL

As part of the implementation process for the County's Strategic Plan (Goal 3 Organizational Effectiveness, Strategy 3 Communications), a committee composed of representatives of your Board's offices and County staff, chaired by Jaclyn Tilley Hill has been examining the feasibility of the County establishing its own government access channel, often referred to as the "County Channel".

Attached is a report titled, "County Cable Channel Information and Options" prepared by Telecommunications Management Corporation, a consultant that was hired to assist the committee in examining the technical aspects of the feasibility analysis for the County Channel. The Report outlines information that was gathered in the course of the feasibility analysis, the challenges that the County will face should your Board decide to proceed with the implementation of the County Channel, and recommendations.

The report concludes that it is feasible to establish a County government access channel and to have it distributed through cable television systems. In fact, your Board could decide to immediately notify cable operators that it is asserting its right to activate a channel in all unincorporated County areas. (However, given that the County has five major cable operators and 36 franchise areas, it is likely that channel coverage will begin in some areas initially and then will gradually increase over time.)

County Channel coverage in incorporated cities will probably need to be negotiated on a city-by-city basis. Although contact has been made with almost every city in the County, the most productive discussions have been with the City of Santa Monica. City of Santa Monica representatives have expressed an interest in having the County's channel available for viewing by their residents. Therefore, while the City of Santa Monica has not formally designated a channel to the County, if the County initiated a request to City officials for the channel, there is a channel available and a willingness at a staff level to partner in a pilot program. (Although the County can choose to activate a channel in both the unincorporated areas and the City of Santa Monica at the same time, it should be recognized that actual launch dates would likely vary.)

Significant Issues

The most significant issues that are addressed in the report are as follows (report location references for more information are listed at the end of each bulleted item):

- **Can the County require the five major cable operators serving unincorporated residents (Comcast, Charter, Adelphia, Time Warner, and Cox), to carry a government access channel for the County?**

Yes. From a legal standpoint, this requirement already exists in County Code Sections 16.68.040, 16.68.070, and 16.68.090. (Report pages 7, 8, and 28)

- **Are there technical issues that may make carrying a County government access channel impossible?**

No. The County's technical consultant has stated that there are not significant technical challenges to carrying a County access channel. (Report pages 16-19)

- **Can the County choose to activate a government access channel anywhere in the County?**

No. The County's regulatory authority with respect to cable television only extends to the unincorporated areas of the County. Each city has regulatory authority over cable in their jurisdiction. (Report pages 7, 18, and 25)

➤ **How could the County get its channel carried in city areas?**

If the County wants to have its channel carried in the cities, one of three things would have to occur:

1. Cable operators would have to agree to voluntarily carry the County's channel on their systems in the city areas they serve. This may not be likely since in preliminary discussions with some of the cable operators they have generally expressed an unwillingness to do this. While the County only has the authority to require cable operators to carry its channel in the unincorporated areas, it is advisable to inform the cable operators of the County's desire to carry the channel throughout the entire County and encourage their cooperation in this effort. (Report pages 19 and 25)
2. If they have one in their existing cable franchise, each city would have to agree to assign a non-activated Public, Educational, or Government (PEG) access channel to the County. If a city does not have an extra non-activated PEG channel in their cable franchise, it could agree to negotiate one when their cable franchise(s) comes up for renewal. For example, the City of Santa Monica in its recent renewal of their cable franchise successfully negotiated a regional PEG channel that could, theoretically, be assigned to the County for its government access channel. The City of Santa Monica has indicated a willingness to assist the County in piloting the County Channel by cablecasting the channel to their residents. (Report pages 13, 26, 27, and 29)
3. A city could agree to share time on its government access channel with the County. This would allow the County to have a limited amount of programming appear in a city area. What type of County programming and when it would be cablecast would have to be the subject of a negotiated agreement with each city.

➤ **What kinds of programming could we expect to see on a County government access channel?**

Initially, it is anticipated that Board of Supervisors meetings could be cablecast both live and tape delayed. In addition, a bulletin board display of County events and information, along with some limited programming produced by County departments could be shown.

Over time and with additional resources, the County could expand the amount of County-originated programming. The committee continues to gather programming produced by various departments for a videotape library that is appropriate for public viewing and not time sensitive.

Additionally, there are many resources for free or at cost non-County programming that may be of interest to our residents.

Examples of these programming sources include:

- University of California Television (quality, educational programming on Health & Medicine, Science, Public Affairs, Humanities, Arts & Music www.uctv.tv)
- Annenberg/CPB Channel (award-winning teacher, professional development, and instructional programs www.learner.org/channel)
- Classic Arts Showcase (ballet, opera, theatre, film, dance, and music clips www.classicartsshowcase.com)
- Emergency Education NETwork/FEMA (public safety programs. [http://training.fema.gov/emiweb/EENET/.](http://training.fema.gov/emiweb/EENET/))
- NASA Science Files (instructional science programs for students in grades 3-5. <http://dlcenter.larc.nasa.gov>)
- Vet's Visits on TV (show about all active, reserve, and military veterans and their families. www.vetsvisitsontv.org)

➤ **Who could coordinate, maintain, and monitor the County Channel?**

Ultimately, it may make sense for the County to develop in-house staff capability for all County Channel operations. However, the costs and time necessary to put such an infrastructure in place will be significant. Therefore, in the short-term (the next 18-24 months) the more feasible option would be to contract for this service with an organization that has significant experience in the production of video programming for government. Their ability to perform the tasks necessary to coordinate, maintain, and monitor content on the County Channel would be required.

There are several possible sources the County could contract with. However, because of their experience in producing quality video programming, existing state-of-the-art studio facilities, mobile production capabilities, and County affiliation, we are recommending the negotiation of a contract for services with the Los Angeles County Office of Education's Educational Telecommunications Network. While their offices are located in Downey, they could maintain and monitor the channel remotely. The cooperation of all County departments will also be necessary to gather content and to keep the bulletin board and other channel content current. (Report page 26)

Recommendations

Based on the information outlined in the attached report, should your Board wish to move forward with the establishment of a County government access channel, I recommend that the following initial steps be taken:

- Direct the Chief Administrative Office (CAO) in cooperation with the Director of the Department of Consumer Affairs to be the point of contact with County regulated cable operators and, to coordinate all activities related to the start-up of the County Channel.
- Direct the CAO to allocate funds not to exceed \$150,000 from the several existing cable PEG trust accounts to fund the start-up and first year costs of the County Channel.
- Direct the CAO to negotiate a contract with the Los Angeles County Office of Education's Educational Telecommunications Network to coordinate, maintain, and monitor the channel once activated.
- Direct the Department of Consumer Affairs to provide formal notification to the cable operators of the County's intent to: 1) invoke its franchise rights for a dedicated government access channel in the unincorporated County areas, 2) have cable operators carry out any necessary interconnection of their systems, and 3) gain countywide coverage for its channel.
- Authorize the Chairman of the Board to formally request the City of Santa Monica to activate the regional channel obligation that they have and assign it to the County of Los Angeles.

If you have questions or need additional information, please contact me or your staff may contact Lari Sheehan of my staff at (213) 974-1174 or lsheehan@cao.co.la.ca.us.

COUNTY OF LOS ANGELES
COUNTY CABLE CHANNEL
INFORMATION AND OPTIONS

June 2004

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
I. INTRODUCTION	5
A. County Strategic Plan	5
B. Board Direction	5
C. County Implementation of Board Direction	6
D. County Channel Background	7
E. Current County Video Programming	9
II. INFORMATION GATHERING PROCESS	10
A. Contacts with Incorporated Cities	11
B. Contacts with Cable Service Providers	13
C. Contacts with County of Los Angeles	13
D. Contacts with Other Parties	14
III. TECHNOLOGY ISSUES.....	16
IV. GOVERNMENT ACCESS OPERATIONS.....	20
A. Sample Municipal Government Access Operations	20
B. Common Issues.....	23
V. OPTIONS, COSTS AND CHALLENGES	25
A. Options	25
B. Challenges.....	27
VI. FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	32
A. Findings	32
B. Conclusions	34
C. Recommendations.....	35

APPENDICES

- A JULY 15, 2003 BOARD OF SUPERVISORS ACTION
- B CAO'S 90-DAY REPORT TO BOARD
- C SAMPLE LONG BEACH PROGRAMMING SCHEDULE
- D SAMPLE SAN DIEGO COUNTY PROGRAMMING SCHEDULE

EXECUTIVE SUMMARY

The County of Los Angeles Strategic Plan establishes goals and strategies for fulfilling the County mission to enrich lives through effective and caring service.

The Organizational Effectiveness Goal of the Strategic Plan includes a strategy to “develop a plan to convey a simple message that highlights to the public and County employees the positive impact the County is having.” One of the objectives under this goal is to implement, on a pilot basis, a “County Channel” that will broadcast on cable television public information on County of Los Angeles (County) services and facilities, as well as major County issues, activities and events.

Consistent with this Strategic Plan objective, on July 15, 2003, the Board of Supervisors on the motion of Supervisor Yaroslavsky, instructed the Chief Administrative Officer and Director of the Department of Consumer Affairs to request that all 88 cities in the County partner with the County in the development of a County Channel. The Board motion also directed staff to work with the cities within the County, beginning with the City of Los Angeles, in furtherance of this aim.

To assist in the development of the County Channel, the Chief Administrative Officer (CAO) retained the services of Telecommunications Management Corp. (TMC) through the Department of Consumer Affairs (DCA).

The County Code contains obligations that apply to all cable television system franchises granted by the County. Section 16.68.070 of the County Code establishes a requirement for a County Channel (called an “Exclusive county use channel”).

The County grants franchises to cable operators to serve the unincorporated areas of the County. As of January 2003, approximately 111,000 subscribers residing in unincorporated County areas receive cable service. This is estimated at approximately ten percent of the cable subscribers within the County. The other 90 percent of cable subscribers reside within the County’s 88 incorporated cities.

As of April 2004, the County has granted 36 franchises to eight cable companies. Five companies hold 33 of the 36 franchises. Twenty-eight of the County’s franchises are scheduled to expire by December 31, 2005. Many of the incorporated cities in County either are, or soon will be, in franchise renewal negotiations with their cable provider. The renewals may present an opportunity for the County with regard to channel availability and possible partnerships.

Meetings were held with:

- The major cable operators providing cable service to cable subscribers in the County; and
- Most of the incorporated cities within the County; and
- County representatives; and
- Other interested parties.

As a result of these meetings, the following conclusions were reached and recommendations for future action made:

Conclusions

- (1) The development and implementation of a County Channel is consistent with the Strategic Plan and the Board action of July 15, 2003.
- (2) Existing County cable franchises for unincorporated areas contain an obligation for the dedication of a channel for exclusive County use, for reception and distribution of the channel programming and for interconnection of cable systems operating in the County.
- (3) Most current franchises do not contain financial support for expenditures associated with a County Channel, but anticipated renewal of 28 of the County's 36 cable franchises due to expire in December 31, 2005 will provide the opportunity to negotiate some financial support from the cable operators.
- (4) Any financial support from the cable operators likely will be separately itemized on subscriber bills.
- (5) From a technology perspective, it is possible to distribute a County Channel signal to the major cable operators throughout the County, and to distribute the signal to most cable subscribers.
- (6) It is not clear whether the cable operators will volunteer to be supportive of the County efforts, or whether the County will have to attempt to enforce performance.
- (7) The County can learn from the experiences of other cities and counties that have developed Government Access

channels that are comparable to the desired County Channel.

- (8) The County should cultivate partnerships with cities in the County for programming and operating the County Channel. In particular, a partnership with the City of Los Angeles holds promise because of the City's extensive operations, wide reach and proximity to the Hall of Administration.
- (9) For a County Channel to be successful there must be support for the development, operation and promotion at the highest levels of the County.
- (10) The County must be able to exercise patience in order for the County Channel to develop into its optimal configuration.

Recommendations

- (1) The Board of Supervisors must determine whether to support the development and implementation of a County Channel.
- (2) If support is authorized, an initial project, or series of projects should be considered. Three independent, or possibly concurrent, projects may be considered as logical first steps:
 - (a) Implementing the existing County Code requirements that obligate County-franchised cable operators to receive and distribute the County Channel in unincorporated County areas. This may involve an expansion and enhancement of the programming currently offered over the closed circuit system within the Hall of Administration.
 - (b) Partnering with the City of Santa Monica for the distribution of the County Channel in that City. Explore options to activate and program the County Channel in cooperation with the Los Angeles County Office of Education (LACOE). LACOE maintains a studio, playback system and message board application that would allow for the immediate distribution of County Channel programming. First-year costs for this project are estimated by the City and LACOE to be approximately \$52,500.

- (c) Partnering with the City of Los Angeles in the development and distribution of programming to the approximately 38% of County residents who live in the City. This effort should include further investigation by the County with regard to the City designating the County as the user of an available, but not yet activated City-wide Public Access channel. The County should further work with the City to have a channel allocated to the County as part of the City's franchise renewal process.
- (3) If the County Channel is authorized, the Board and the CAO should:
- Require the County-franchised cable operators to fulfill requirements of their existing cable franchises to provide for receiving and distributing the County Channel in unincorporated County areas.
 - Support staff in partnering with incorporated cities and the ongoing building of relationships that mutually benefit the parties.
 - Support the negotiation of financial provisions for the County Channel in the forthcoming franchise renewals.
 - Support staff in articulating the benefits of the County Channel to cable subscribers.
 - Support the directing of County departments to coordinate efforts in the development of programming for the County Channel.
 - Support the development, operation and promotion of the County Channel both financially and administratively as feasible.
 - Support the initial start-up and expansion of the County Channel while exercising the patience that will be needed for the long-term development of a County Channel.
- (4) The Board should provide guidance to staff for long-term goals associated with the development and implementation of a County Channel that is consistent with the objectives of the Strategic Plan.

I. INTRODUCTION

A. County Strategic Plan

The County of Los Angeles Strategic Plan establishes goals and strategies for fulfilling the County mission to enrich lives through effective and caring service. The Strategic Plan establishes eight goals and contains a number of strategies for accomplishing those goals.

The Organizational Effectiveness Goal of the Strategic Plan includes a strategy to “develop a plan to convey a simple message that highlights to the public and County employees the positive impact the County is having.”

Goal 3, Strategy 3, fifth objective of the Strategic Plan is to implement, on a pilot basis, a “County Channel” that will broadcast on cable television public information on County of Los Angeles (County) services and facilities, as well as major County issues, activities and events.

The County’s Strategic Plan Communications Strategy Action Team, is responsible for implementing this objective of the County Strategic Plan. The Communications Strategy Action Team is comprised of Department executives, press deputies for all five members of the Board of Supervisors and the Chair of the Quality and Productivity Commission.

The Strategy Action team is supported by the Communications Support Group (CSG) which is comprised of staff from key County Departments including: Chief Administrative Officer, Chief Information Officer, Consumer Affairs, Human Resources and Internal Services.

B. Board Direction

Consistent with the Strategic Plan, the Board of Supervisors (Board) on the motion of Supervisor Yaroslavsky, at its meeting of July 15, 2003 instructed the Chief Administrative Officer (CAO) and the Director of the Department of Consumer Affairs (DCA) to:

- Request all 88 cities in Los Angeles County to partner with the County in the development of a Los Angeles County governmental cable channel.
- Work with the cities, beginning with the City of Los Angeles, and with interested cable operators and other media and communications interests in furtherance of this aim.
- Report back to the Board within 90 days the progress made.

Since the City of Los Angeles comprises about 38% of County residents, the Board also directed the Executive Officer of the Board to send letters to the

Mayor of the City of Los Angeles, the City Council President, the Chairman of the City Council's Information Technology and General Services Committee and the President of the Board of Information Technology Commissioners requesting that the development of a dedicated channel for County-related programming and public service information be included in the Los Angeles City cable television needs assessment survey being conducted in conjunction with the City's upcoming cable franchise renewal process.

A copy of the Board action is included in Appendix A.

C. County Implementation of Board Direction

Each of the actions required by the Board on July 15 was completed within the timeframe established. A copy of the CAO's report to the Board is provided in Appendix B.

To assist in the development of the County Channel, the CAO, through the DCA, retained the services of Telecommunications Management Corp. (TMC)¹ in August 2003, to assist the CSG by performing the following tasks:

- Meet with the representatives of the Communications Support Group to determine interests and to provide guidance on alternatives for the development and implementation of the County Channel.
- Facilitate meetings with cable operators to ascertain technical capabilities and administrative concerns. This included, but was not limited to Adelphia, Charter, Comcast, Cox and Time Warner.
- Facilitate meetings with municipal representatives to examine the possibilities for joint efforts and shared use of facilities.
- Provide a detailed description of alternatives to be considered for the implementation of the County Channel, including a pilot project or projects. A description of these alternatives will include: A methodology for implementation, cost estimates, projected time estimates, and anticipated advantages or disadvantages of potential implementation.
- Provide a written report summarizing all findings, conclusions and recommendations.

¹ TMC is an independent consulting firm that provides services exclusively to local cable franchising authorities such as the County.

This report fulfills the final item above.

D. County Channel Background

The County grants franchises to cable operators to serve the unincorporated areas of the County. As of January 2003, approximately 111,000 subscribers residing in unincorporated County areas receive cable service. This is estimated at less than ten percent of the cable subscribers within the County. More than 90 percent of cable subscribers reside within the County's 88 incorporated cities.

As of March 2004, the County has granted 36 franchises to eight cable companies. Five companies hold 33 of the 36 franchises. Although the franchise may be held by an entity with a different name, the five companies generally are known as:

- Adelphia
- Charter
- Comcast
- Cox
- Time Warner.

The 88 incorporated cities have the authority to grant franchises to provide cable service within their jurisdictional areas.

Federal law permits local franchising authorities, such as the County and the 88 incorporated cities, to include provisions for Public, Educational and Governmental ("PEG") Access in cable franchises.²

Many of the cities are active in providing "Governmental Access" video programming. Typically, this programming includes coverage of City Council and Commission meetings, community events and issues of local interest. The development of a County Channel would be the County's introduction into providing Government Access programming.

The County Code contains obligations that apply to all cable television system franchises granted by the County.³ Section 16.68.070 of the County Code establishes a requirement for an "Exclusive county use channel" as follows:

² 47 U.S.C. 531

³ County of Los Angeles Code Title 16, Division 4; Cable Television System Franchises

“Franchisee shall dedicate one channel for exclusive use by the county. In the event of incorporation of all or a portion of the franchise area, said channel shall remain dedicated for exclusive county use. Franchisee may utilize the exclusive county use channel until such time as the director provides franchisee with 60 days prior written notification of intention to use the channel; provided, however, that prior to any such use by franchisee, franchisee shall give 60 days prior written notice by certified mail to the director of such use.”

Section 16.68.090 of the County Code (“Return capability of exclusive county use channel and PEG channels”) establishes a requirement that the cable system operator(s) must provide for “return capability” to allow the County to send the County Channel to the cable operators for distribution to subscribers:

“When required by the director, franchisee shall provide return capability channel(s) for use in connection with the exclusive county use channel and/or PEG channel(s). Said return capability may be provided on PEG channels.”

Section 16.68.040 of the County Code (“Interconnection with other system”) establishes the ability for the County to require each franchised cable operator to interconnect cable systems:

“A. The county reserves the right to require the franchisee to interconnect its cable television system with any other cable television system operating within the county of Los Angeles. For good cause shown, county may waive or defer this requirement to interconnect, or grant reasonable extensions of time, to comply with this requirement.

B. For the purpose of this section, "interconnection" shall be defined as reception of or connection to those electronic signals which are delivered to the franchised cable television system by any foreign source for distribution via the cable television system. Such electronic signals shall be in a format acceptable (within the state-of-the-art technology) for unattended processing into radio frequency energy for retransmission into the cable television system.”

With the majority of the County’s franchise agreements due to be considered for renewal within the next two years,⁴ the planning process for the County Channel contemplated by the Board may be supported by additional community benefits that may be negotiated as part of the renewal negotiations.

⁴ 28 of the County’s 36 franchises expire by December 31, 2005.

E. Current County Video Programming

The County currently provides broadcast video coverage of Board meetings on Channel 58 – KLCS. The County leases time on this broadcast channel for carriage of the meetings on a tape-delayed basis the night after the Board meeting.

The Board meetings also are web-streamed live on the Internet and archived for future reference.

The County carries the Board meetings on a live basis on an internal communications system within the Hall of Administration (HOA). This internal network is viewed in the offices of the Board, department directors, and other locations within the HOA. Approximately 50-60 locations are tied into this network. When the Board meetings are not being carried, the channel carries “bulletin board” County information and photographs.

II. INFORMATION GATHERING PROCESS

In order to gather information, explore options and develop partnerships regarding the feasibility of the County Channel, the Communications Support Group (CSG) was designated to assist in performing this analysis. In addition to Telecommunications Management Corp. (TMC), the project team consisted of:

Jaclyn Tilley Hill, Chair, Quality and Productivity Commission
Lari Sheehan, Chief Administrative Office
Fern Taylor, Department of Consumer Affairs
Judy Hammond, Chief Administrative Office
Evelyn Gutierrez, Commissioner, Quality and Productivity Commission
Crystal Cooper-Murrell, Internal Services Department
Sandy Blaydow, Department of Human Resources
Jonathan Williams, Chief Information Office

Advisors to the project team included:

Michael J. Friedman, Telecommunications Management Corp.
Jonathan L. Kramer, Kramer.Firm, Inc.
Richard Quiñones, Los Angeles County Office of Education
Robin Gee, City of Santa Monica

Board of Supervisors project representatives included:

Angie Castro, First District
John Hill, Second District
Glenda Wina, Second District
Alisa Katz, Third District
Joel Bellman, Third District
John Musella, Fourth District
Tony Bell, Fifth District

The process included the following:

- Communications and meetings with representatives of the 88 incorporated cities within the County; and
- Communications and meetings with the largest cable system operators within the County; and
- Internal meetings with County representatives; and
- Contacts with other parties who may be a resource to any County Channel effort.
- Providing progress updates at the monthly CSG meetings.

Greater detail on these meetings is provided below.

A. Contacts with Incorporated Cities

As part of the information gathering process, the City Manager in each City was sent a letter from the County's Chief Administrative Officer explaining the County's interest in working with each City in furtherance of the County Channel.

TMC and members of the project team followed up on this initial contact with many cities in the County. A list of the cities contacted by TMC is provided in Figure 1.

The principal project representatives at these meetings were Jaclyn Tilley-Hill (Quality and Productivity Commission), Lari Sheehan (CAO), Fern Taylor (DCA) and Michael Friedman (TMC).

While all 88 incorporated cities within the County are important, the Board recognized that certain cities are of critical strategic importance. For example, the July 15 Board action notes that the City of Los Angeles comprises about 38% of County residents.

Meetings were held with the representatives of the City of Los Angeles Information Technology Agency (the department responsible for regulating the City's cable franchises) on October 15 and December 15, 2003.

Additional in-person meetings were held with representatives from:

- Cities of Lancaster, Palmdale and Santa Clarita on December 15, 2003.
- Cities of Burbank, Glendale and Pasadena on December 18, 2003.
- Attendance at the San Gabriel Council of Governments meeting on January 15, 2004.
- City of Long Beach on January 28, 2004.
- Cities of Lawndale and Hawthorne on November 24, 2003 and these two Cities together with El Segundo, Gardena and Torrance on January 29, 2004.
- Cities of Beverly Hills, Culver City, Santa Monica and West Hollywood on February 11, 2004.
- Attendance at the Gateway Cities Council of Governments meeting on May 5, 2004.

FIGURE 1

**TMC CONTACTS WITH CITIES WITHIN LOS ANGELES COUNTY
REGARDING THE COUNTY CHANNEL**

Agoura Hills	Duarte*	Pasadena*
Alhambra*	El Monte*	Pico Rivera**
Arcadia*	Glendale*	Pomona*
Artesia**	Glendora*	Rosemead*
Avalon**	Hawaiian Gardens**	San Dimas*
Azusa*	Hawthorne	San Fernando*
Baldwin Park*	Industry*	San Gabriel*
Bell**	Irwindale*	San Marino*
Bellflower**	La Cañada Flintridge*	Santa Clarita**
Bell Gardens**	La Habra Heights**	Santa Fe Springs
Beverly Hills	La Mirada**	Santa Monica
Bradbury*	La Verne*	Sierra Madre*
Burbank*	Lakewood**	Signal Hill**
Calabasas	Lancaster	South El Monte*
Carson	Lawndale	South Gate**
Cerritos**	Long Beach**	South Pasadena*
Claremont*	Los Angeles	Temple City*
Cerritos	Lynwood**	Torrance
Commerce**	Maywood**	Vernon**
Compton**	Monrovia*	Walnut*
Cudahy**	Montebello*	West Covina*
Culver City	Monterey Park*	West Hollywood
Covina*	Norwalk**	Whittier**
Diamond Bar*	Palmdale	
Downey**	Paramount**	<73 Cities Total>

* Member of the San Gabriel Valley Council of Governments (SGVCOG). TMC also had direct contacts with the following SGVCOG members: Burbank, El Monte, Glendale, La Cañada Flintridge, La Puente, Pasadena, Pico Rivera, Pomona and West Covina.

** Member of the Gateway Cities Council of Governments (GCCOG). TMC also had direct contacts with the following GCCOG members: Artesia, Bellflower, Cerritos, Commerce, La Mirada, Lakewood, Long Beach and Pico Rivera.

- Several meetings were held with a representative of the City of Santa Monica, to discuss opportunities for introduction and administration of the County Channel. This is discussed further in Section V.

At each meeting, the city representatives were informed of the County's interest in establishing the County Channel. Key concerns and opportunities are provided in Sections IV and V below.

It is noted that many of the cities within the County either are, or soon will be, in franchise renewal negotiations with their cable provider. This renewal window may present an opportunity for the County with regard to channel availability and possible partnerships.

B. Contacts with Cable Service Providers

Three meetings were held with the five major cable system operators providing service within the unincorporated areas of the County: Adelphia, Charter, Comcast, Cox and Time Warner.⁵

Each of the operators indicated a willingness to meet with the County, as evidenced by their universal attendance at the meetings. The meetings focused on the technology issues of distributing the County Channel to the operators throughout the County (both in unincorporated and incorporated areas). The cable operators also expressed some of their concerns with regard to a County Channel, and these are addressed in Section V below.

C. Contacts with County of Los Angeles

As noted above, TMC has participated in the monthly meetings of the CSG, which has included participation from each of the five Board offices, the CAO, the Quality and Productivity Commission, Chief Information Office, Department of Consumer Affairs, Department of Human Resources and Internal Services Department.

At each meeting, TMC updated the attendees on the project status and invited suggestions with regard to possible directions for the County Channel.

Members of the project team, including TMC, also have met with the press deputies of several Board offices to provide additional updates and receive comments and suggestions.

⁵ Representatives of Altrio Communications also participated in the meetings. Altrio provides cable service to a small portion of the San Gabriel Valley, including certain unincorporated areas under the terms of an "Open Video System" agreement. Altrio's ownership currently is in the process of being changed.

As noted in D(1) below, the CSG also has started the development of a central video tape programming repository of materials that have been produced by County departments.

D. Contacts with Other Parties

TMC also contacted several other entities to explore options that might be available to the County. For example, the County may be interested in obtaining quality programming from others to assist in a more rounded channel line-up to County Channel viewers. In addition to materials that might be available from the cities within the County, a number of organizations provide free or inexpensive programming.

(1) Programming Resources

The CSG has started the development of a central repository for existing video programming that has been produced by County departments. Sheriff, Fire and the Department of Public Social Services (DPSS) are among the departments that create videos for the public and for internal training. Some departments also have their own studio facilities. These existing resources may be utilized in the development and implementation of a County Channel.

The Los Angeles County Office of Education (LACOE) has an extensive video operation in Downey. This includes a studio, playback facility and a satellite uplink. LACOE has expressed its interest in exploring participation on the County Channel.

The University of California has a television network, known as UCTV, which provides free video programming via satellite. While UCTV would prefer to have a dedicated channel of its own, its representatives indicated a willingness to provide its programming on an "as needed" basis. Information regarding UCTV can be found at www.uctv.tv.

Community Media Television (Comet) is a volunteer organization that provides low cost government access programming for sharing among participants. Costs are for copying and distributing tapes. Information about Comet can be found at <http://www.scannatoa.org/Comet/cometindex.html>.⁶

The Alliance for Community website (www.allianceccm.org) includes a list of programming that is available at cost or at no charge. Included on the website are:

⁶ Comet is part of the States of California and Nevada (SCAN) Chapter of the National Association of Telecommunications Officers and Advisors (NATOA). Disclosure: Michael J. Friedman, Vice President of Telecommunications Management Corp., serves on the Board of Directors of SCAN NATOA.

- Annenberg/CPB Channel (free satellite channel)
Website: www.learner.org/channel
- Air Force Television News (free satellite or video tape)
Website: www.afnews.af.mil
- Army Newswatch (free)
Website: www.army.mil/srtv/
- Education News Parents Can Use from the Department of Education (registration required)
Website: www.ed.gov/news/av/video/edtv/index.html
- NASA Center for Distance Learning
Website: <http://dlcenter.larc.nasa.gov>
- RIF Exchange Program from Reading is Fundamental (RIF) (free satellite channel)
Website: www.rifnet.org

In addition to the NASA programming listed above, NASA TV (www.nasa.gov/multimedia/nasatv/) also provides real time programs regarding space agency activities.

(2) Other Resources

With the goal of facilitating learning from the experiences of others, SCAN NATOA and FrameRate Corporation have put together a document titled “Creating a Government Access Channel – A Practical Guide to the Issues, Options, and Costs for Starting a Government Cable Channel.” A copy of this 112 page report is available from the Department of Consumer Affairs, Telecommunications Franchising.

On December 11, 2003, the project team members met with representatives from the County of San Diego to obtain first hand experience of another county in the development and operations of a County Channel. Details of this visit are described in Section IV.A(4) of this report.

TMC, along with County staff, also attended a demonstration in the City of Commerce of relatively sophisticated playback equipment developed by Multi-Image Network of Chico, California. Multi-Image is one of several entities that provide this type of equipment. Features of the equipment include the ability to combine full motion video and text programming. Information about Multi-Image is available at www.dcsi.net/~min/.

If the County Channel is activated, these and similar options will warrant additional investigation.

III. TECHNOLOGY ISSUES

In order for a County Channel to be distributed to cable subscribers, three critical issues must be addressed:

- Programming must be developed for distribution; and
- The programming must be received by the cable operators in the County; and
- The cable operators must distribute the programming to their subscribers.

The development of programming is not a “technology” issue within the scope of this report. However, the other two items were investigated during this project.

A series of meetings were held with the County’s major cable providers. The County’s technical consultant, Jonathan Kramer of Kramer.Firm, Inc. provided guidance and assistance on this aspect of the County Channel investigation. Meetings were held on August 15, September 18 and October 17, 2003. The October meeting involved the technical staff from Adelphia, Altrio, Charter, Comcast, Cox and Time Warner, as well as an engineer from the City of Los Angeles Department of Information Technology.

It is noted that the cable operators, in general, were cooperative in meeting with the County to discuss the County Channel. However, the cable operators did not appear to be particularly supportive with regard to the prospects of carrying a County Channel. The reasons for this apparent lack of enthusiasm include, but are not limited to unsubstantiated claims of:

- Restricted channel capacity⁷
- Loss of revenue that could occur due to any channel that might need to be dropped to accommodate the County Channel

⁷ Federal regulations require that government access channels be carried on the lowest price tier of basic cable service. This level of service typically is full, which would require dropping or relocating a channel to accommodate the County Channel.

The pertinent Federal regulation is 47 C.F.R. 76.901 “The basic service tier shall, at a minimum, include all signals of domestic television broadcast stations provided to any subscriber (except a signal secondarily transmitted by satellite carrier beyond the local service area of such station, regardless of how such signal is ultimately received by the cable system) any public, educational, and governmental programming required by the franchise to be carried on the basic tier, and any additional video programming signals [or] service added to the basic tier by the cable operator.”

- Costs for signal reception and distribution that would have to be passed on to subscribers
- The competitive disadvantage of having an obligation that satellite providers do not have.⁸

The cable operators did not explicitly indicate that they would not comply with the obligations of their franchises, but some of the company representatives encouraged the County to “think outside the box” in accomplishing the County Channel goal. The cable providers were unable to provide specific examples of proposals of such forward thinking that would be consistent with Federal law, their franchise obligations and the County’s desire to reach the greatest potential number of subscribers.

The City of Los Angeles’ participation in these meetings was valuable for a number of reasons:

- (1) Aside from the potential benefit of the County and the City working together and sharing resources, the City already is originating programming for distribution by Adelphia, Comcast, Cox and Time Warner.⁹ The Los Angeles Government Access channel (Channel 35) originates from the City studio facility in the 100 block of South San Pedro Street in downtown Los Angeles, where the signal is then transmitted to Comcast’s technical facility in Baldwin Hills (fiber optic link provided by Comcast). From this Comcast location, fiber connections are run to each of the other three operators (Adelphia, Cox and Time Warner). The other providers pick up the signal from Comcast, using an all-fiber interconnect, and transport the signal to each local technical center (called the “headend”).
- (2) This fiber interconnect is owned and operated by the cable operators (not the City of Los Angeles). However, it appears that the only programming carried on this interconnect is Los Angeles City Channels 35 and 36.¹⁰ Since one fiber can carry all of the programming received by cable subscribers, it may be possible to add the County Channel to this interconnect for distribution.

⁸ Satellite providers, such as Dish and DirecTV, do not occupy the County’s public rights-of-way. Companies that occupy the County’s rights-of-way must obtain a franchise from the County [47 U.S.C. 541(b)]. A County Channel would provide cable operators with a service not available on satellite.

⁹ Charter has one small franchise area in the City of Los Angeles area adjacent to Malibu, and does not participate in the Channel 35 interconnect.

¹⁰ Channel 36 originates from Adelphia’s headend in Santa Monica and carries Educational Access programming for the City of Los Angeles.

- (3) For their own purposes, cable operators are interconnecting their headends in the region using fiber optic cables. For example, in the not too distant future, Adelphia's internal interconnect will reach from Santa Monica to Palmdale to the Inland Empire. Significant portions of the operators' interconnects already are in place.
- (4) Getting the signal from the County (presumably, the Hall of Administration) to a cable operator also is possible. Comcast holds the City of Los Angeles franchise in the downtown area, where the Hall of Administration (HOA) is located. Despite repeated County requests, Comcast declined to provide information with regard to availability of "return path" lines that might run near the HOA.
- (5) Even lacking this information from Comcast, other options are available to the County, including:
 - Develop an agreement with the City of Los Angeles whereby signal is provided from the HOA to the City's San Pedro Street facility for pick-up by Comcast and distribution to the other operators.
 - The County currently provides video of the Board meetings to the major television news outlets located in Hollywood by means of a high-speed data link (often called the "Hollywood Hub"). If signal from the Hollywood Hub can be connected to a cable operator, this could provide access to the existing fiber interconnect.

Carrying the County Channel on the existing interconnect would impose relatively small costs on the cable operators compared with the cost involved in constructing a separate interconnect. New one-time costs of approximately \$4,000 per operator might be needed to receive and transmit the County Channel on the fiber interconnect.¹¹ It may be appropriate for the County to consider reimbursing these costs.

However, additional equipment costs associated with inserting the County Channel on the cable systems may not be appropriate for cost reimbursement by the County, since the obligation to provide the County Channel is an existing requirement in the County franchises for the unincorporated areas.

In an ideal situation, the County Channel would be carried on the same channel number (e.g., Channel 10) on all cable systems throughout the County.

¹¹ The cost would be for transceivers, or modulators and demodulators.

This will involve working closely with the cable operators and cities to determine channel availability and other issues that may be involved.

While distribution of the County Channel to cable providers is feasible, some of the cable operators have indicated that they only would carry the County Channel in unincorporated areas, and not carry the signal in the 88 incorporated cities. These same operators have suggested that the County will have to negotiate agreements with each of the 88 cities in order to secure carriage.¹²

From a technology perspective, delivery of the County Channel signal to cable operators is the same whether the cable operators then distribute the signal in unincorporated areas, incorporated cities or both. A cable operator decision to provide the County Channel only to unincorporated areas is based on policy or costs, and not technology concerns.

The operators generally would prefer to place the County Channel on a digital tier of service, where there may be many more unused channels available. However, this would be inconsistent with requirements of Federal regulations¹³ (which require carriage on the basic service tier) and the County's desire to reach the greatest number of viewers.¹⁴

In summary, technology issues will not limit the implementation of the County Channel. The willingness of the cable operators to accommodate the County may be the key variable.

¹² The same operators also have implied that a city would not be within its legal authority to allow the County to utilize a local franchise access channel. No legal basis for this opinion has been provided.

¹³ See footnote 7.

¹⁴ Less than 50% of the homes in County of Los Angeles currently subscribe to a digital tier of service.

IV. GOVERNMENT ACCESS OPERATIONS

Many communities in Southern California and nationally have a Government Access channel that is similar in nature to what the County of Los Angeles may be interested in developing. The experiences of others can be a valuable resource to the County, and can help overcome the obstacles other communities have encountered. Many of these communities also produce programming that may be of interest to County residents, and provide a mutually beneficial resource for all.

County representatives and TMC visited several local municipal programming operations to assess the types issues involved in programming a local channel. Additional communities were visited for this report as part of the County's effort to initiate the partnering that will be critical to the development of the County Channel.

Summary information is provided below for some of the contacts made.¹⁵

A. Sample Municipal Government Access Operations

(1) City of Los Angeles

Two meetings were held with representatives of the City of Los Angeles Information Telecommunications Agency (ITA). The October 15, 2003 meeting was a one-on-one with the ITA Assistant General Manager, while the December 15, 2003 meeting was with five members of the ITA staff. The second meeting also included a tour of the City's downtown Los Angeles studio facilities located on South San Pedro Street.

There are 630,000 subscribers in fourteen franchise areas within the City. The City receives approximately \$23 million in franchise fees, with approximately 40% of this total (or approximately \$9 million) utilized to run the cable division, which includes Channels 35 and 36.¹⁶ The City's Channel 35 budget is approximately \$1.5 million annually, of which \$400,000 is budgeted for equipment and maintenance. The City's studio was reconstructed three years ago, at a cost of \$3 million. The channel is operated by 18 full-time equivalents and 50 contract employees.

The cable operators serving the City have provided interconnects to distribute programming for Channels 35 and 36. The Channel 35 interconnect receives its signal directly from the Channel 35 studio located in downtown Los

¹⁵ These samples were not selected to be representative of all municipal programming operations.

¹⁶ As previously noted Channel 35 is for Government Access programming, while Channel 36 is characterized as Educational Access.

Angeles. As noted in Section III, these interconnects may be a key issue in the distribution of any County Channel signal.

The existing City cable franchises call for a City-wide Public Access channel that has not been activated. City staff has indicated that it may be possible for the County to be designated as a user of this channel.

The City representatives contacted indicated support for working with the County from both the City Council and the department. Staff indicated that, since the City is currently within its franchise renewal window, the County's interest was timely. However, concern was expressed that any renewal benefit achieved on behalf of the County could represent a possible loss of other benefits to the City.

(2) City of Long Beach

City of Long Beach representatives hosted the County at a meeting on January 28, 2004. The City's cable franchise has a provision for eight community channels, all of which currently are programmed.¹⁷

The City channel has been run by the same individual for the past 23 years (since inception). An estimated \$1-2 million in capital has been invested over the years, with a current annual operating budget of \$700,000. Long Beach works primarily with contractors, employing only two full-time individuals directly responsible for the City channel. For example, professional on-screen personalities are hired by the City to create a more "polished" product.

Franchise fees to the City are approximately \$2.5 million annually, of which \$200,000 is allocated for City television. The cable operator provides an additional \$500,000 grant per year to support local programming as required by its franchise with the City.

There are approximately 90,000 subscribers in the City.

A sample weekly programming schedule is provided in Appendix C.

(3) Cities of Burbank, Glendale and Pasadena

A joint meeting of the Cities of Burbank, Glendale and Pasadena was held on December 18, 2003 in the City of Glendale.¹⁸ Each of the Cities operates its

¹⁷ The City government programming is on Channel 8. Additional channels are provided for California State University Long Beach, Long Beach City College, Long Beach Unified School District, the Libraries, Public Access and two channels for internal fire and police use.

¹⁸ La Cañada Flintridge was invited, but the representative was unable to attend due to a City emergency. A meeting follow-up telephone conversation was held with the City representative.

local government channel out of the office of the Public Information Officer (PIO). Each City's operations is summarized as follows:

- Burbank currently programs one channel, and may soon be activating a second channel. The total PIO budget of less than \$400,000 includes cable operations. The City's franchise agreement includes financial support for PEG Access (2% of gross revenues in addition to the franchise fee), but the City has not elected to impose this fee. The City has an unused channel that it would be willing to make available to the County.
- Glendale programs two channels, with an additional channel available for educational users. The budget for the channels is approximately \$525,000. The channels are run by six full-time equivalents and one intern. The City receives 2% of gross revenues (in addition to the franchise fee) from its franchise agreement with Charter. A portion of this support is dedicated to educational users. The City recently completed constructing a new state-of-the art studio and supporting facility, at a cost of approximately \$1,600,000. Much of the monies used for the studio were provided by the cable operator as a settlement for franchise non-compliance issues (other budget sources were utilized as well). The City is concerned that any benefit provided to the County might reduce the benefits received by the City as part of the City's forthcoming franchise renewal negotiations.
- The City of Pasadena operates local programming through a contract with Pasadena Community Access Corp. (PCAC). There is a \$237,000 budget for three channels (one each for public, educational and governmental access). PCAC employs eight full-time equivalents, plus four or five part-time staff. The Pasadena representatives were unable to indicate with any certainty the willingness of the City to support a County Channel.

Collectively, the Cities serve more than 100,000 subscribers.

(4) County of San Diego

A County of Los Angeles contingent toured the San Diego County studio facilities on December 11, 2003.

The San Diego operation started as a radio broadcast of Board meetings in the 1970's. In the 1980's, video coverage of Board of Supervisors meetings

was introduced. The County Office of Education provided the labor to cover the meetings.

In the 1990's, the channel became a full-time operation, eventually becoming a separate department. Today, the department has 21 full-time equivalent employees handling press and media operations for the County.

There are three major cable providers in the County: Adelphia, Cox and Time Warner. There are approximately 800,000 subscribers in the entire County, with approximately 90-95,000 in unincorporated areas.

The department budget is approximately \$2.1 million, with \$1.5 million for operating "CTN" (County Television Network). Funding comes from franchise fees. Additional information can be found at www.ctn.org.

CTN is preempted in some incorporated areas by the local city channel. This is the result of incorporated cities recently developing government programming, where previously the County was the only Government Access programmer. In some cases, these cities had County franchises and as part of incorporation inherited franchise documents and County programming. In these communities, capacity is not being provided for separate city and county channels.

When asked, Barry Fraser, Assistant Director of the Media and Public Relations Department indicated that the key thing the County would have done differently was to have "worked more closely with the cities in the County to cultivate relationships."

A sample weekly programming schedule is provided in Appendix D.

B. Common Issues

A number of communities indicated that their current cable franchise agreements provided for local access channels that currently were not in use. Some indicated that all franchise-required channels were in use, and that no additional space was currently available, and may not become available until the existing franchise documents were renegotiated during renewal.

In general, the position of those cities that indicated a preliminary willingness to provide the County with a fallow city channel was generally tempered with the concern that providing the County a channel could impact the benefits the city receives today or in a future franchise renewal. Also, some city representatives indicated a concern that a County Channel would end up as a cost to the City or the cable subscribers within the city.

The meetings generated some insight, which may be considered "generic" to the development and implementation of a local programming channel:

- Start slow and build. Do not expect to go from zero to a 24/7/365 operation overnight.
- Think long-term.
- Share resources.
- Develop partnerships with other entities doing similar activities.
- Involve the County cities and the cable operators in the process.
- The support and commitment from the highest political and administrative levels for the development, operation and promotion of the channel is critical.
- Having the right personnel is a key to driving the development of a channel.
- Provide for channel capacity and financial support for programming equipment and operations as part of the cable franchise renewals.
- Ensure that the channel will be beneficial for all parties.

V. OPTIONS, COSTS AND CHALLENGES

A. Options

(1) Short Term

For the next 12-24 months, any or all of three County Channel options may be implemented:

- **Service to Unincorporated County Areas**
All current County cable franchises obligate each cable operator to receive¹⁹ and carry²⁰ an “exclusive County use channel” in the unincorporated areas of the County. The franchises also allow the County to require the cable operators to interconnect each cable system with other cable systems within the County.²¹

The County can direct each County-franchised cable operator to fulfill these existing obligations. This would provide for County Channel carriage in unincorporated County areas, and possibly include some incorporated areas as well.²²

Initially, programming on the County Channel may involve an expansion and enhancement of the programming currently offered over the closed circuit system within the Hall of Administration. This includes coverage of Board meetings and other activities originating from the Boardroom plus a bulletin board schedules and information, as well as photographs of County locations.

This system could be enhanced to carry additional videos from County departments. For the most part, existing staff could be utilized, with relatively small expenditures for additional equipment.

¹⁹ County Code Section 16.68.090 (“Return capability for exclusive county use channel and PEG channels”).

²⁰ County Code Section 16.68.070 (“Exclusive county use channel”).

²¹ County Code Section 16.68.040 (“Interconnection with other systems”).

²² As noted in Section III of this report, from a technology perspective, delivery of County Channel signal to cable operators is the same whether the cable operator(s) then elects to distribute the County Channel in unincorporated areas, incorporated cities or both. Also indicated in Section III and V.B(1) is the apparent lack of support of the cable operators for carrying a County Channel.

- **Santa Monica and LACOE**

The City of Santa Monica has an unused cable channel that, under the terms of the City's agreement with Adelphia, may be used for regional governmental communications. The City, working cooperatively with the Los Angeles County Office of Education (LACOE) has indicated an interest in exploring options to partner with the County on the County Channel. In such a partnership, it is contemplated that the City and LACOE would prepare programs for airing, schedule programs, create bulletin board listings and coordinate listings in channel guides.

For one year, Santa Monica and LACOE estimate that the cost to the County would be approximately \$52,500. This expense includes system, data link costs, equipment, supplies and labor.²³

The Adelphia cable system that serves the City of Santa Monica also serves as the origination point for the City of Los Angeles Channel 36 (Educational Access). This provides a potential means of expansion of the County Channel to other communities served by Adelphia as well other operators who receive signal on the Los Angeles City fiber interconnect.

- **City of Los Angeles**

The County and the City should continue to build on the relationships that have been developed as part of the investigation of the County Channel project. The existing City franchises call for a City-wide Public Access channel that has not been activated. It may be possible for the County to be designated as the user of this channel. Additionally, it may be possible for the County and City to partner in the use of existing City personnel and facilities, plus access to the interconnect used for Channel 35, to distribute programming throughout the City, and potentially throughout the County.

Costs associated with this option will depend on the nature and extent of the partnership established by the parties.

²³ All costs and services are subject to negotiations with the City of Santa Monica and LACOE. The data links are contemplated to involve SBC and Verizon. One-time equipment expenditures are approximately 40% of the total estimated costs. Data link expenses could be eliminated if the cable operators fulfill their existing franchise obligation regarding receiving the County Channel (County Code Section 16.68.090).

(2) Intermediate Term

Over a 12 to 48 month period the County can continue to develop and expand the County Channel. At some point, the County may wish to designate specific staff responsibilities for operating the County Channel. Program production and coordination costs can vary over an extremely wide range. Over time, it is possible that annual costs could be comparable to the City of Los Angeles and the County of San Diego (\$1-1.5 million per year). Capital expenditures will depend on the extent that partnerships are established and resources shared. For example, it likely will be less expensive to partner with the City of Los Angeles to utilize their \$3 million studio than it would be to construct a dedicated County facility.

Additionally, if production facilities are desired in some or all of the Supervisorial districts, it may be more efficient economically to partner with cities that already have extensive operations (e.g., Long Beach, Lakewood, Torrance, Santa Monica, Glendale, Santa Clarita). This relationship building should be part of an ongoing process.

Many cities within the County also are, or soon will be, in the renewal process, and the County should cultivate relationships to have channel capacity designated for the County Channel any renewed city franchise.

Another key partner will be the cable operators. Most of the County's cable franchises are due to be renewed by December 31, 2005. This may present the opportunity for the County to obtain financial support for the County Channel and possibly carriage in both incorporated and unincorporated areas.²⁴

(3) Ongoing

The ongoing goal of the County is for the County Channel to reach all cable subscribers in the incorporated and unincorporated areas of the County of Los Angeles in accordance with the Strategic Plan to provide a full range of public information on County services and facilities, as well as major County issues, activities and events.

B. Challenges

While the County Channel may present valuable opportunities for the County, its employees and residents, there likely will be a number of challenges for the County to accomplish its goals.

²⁴ Typically, financial support can be negotiated for capital expenditures associated with PEG Access, such as the County Channel. Certain provisions of Federal law may be interpreted to limit or disallow support for operating expenses and making it part of the franchise fee [47 U.S.C. 542(g)]. Federal law states that cable operators are permitted to itemize the costs of this support as a separate line-item on subscriber bills [47 U.S.C. 542(c)].

(1) Cable Providers

If all of the major cable providers were to agree to cooperate with the County in the establishment and carriage of a County Channel, achieving the County's goals would be greatly simplified.

Despite clear contractual obligations, it appears likely that the cable operators are not likely to be enthusiastic participants in this process. The cable operators see their channel capacity as a scarce resource, and a "give away" of part of that resource for a non-revenue generating purpose (or possibly one that costs money) is not considered in their best interest.

Based on cable operator reaction to date, it is possible that cable operator cooperation may not be as reasonable or as prompt as the County would desire, and may result in delays and/or litigation.

The cable operators may attempt to position themselves as trying to keep subscriber rates low(er) by claiming that the imposition of the County obligations will result in increased rates and subscriber dissatisfaction due to the loss of a commercial channel to accommodate the County Channel.

Some of the operators have already expressed a desire to place any County Channel on a digital tier of service. This may expedite and encourage the participation of the cable operators. However, such an action would limit the possible viewing audience (less than 50% of current cable subscribers have access to digital tiers) and, as previously noted, appears to be contrary to the requirement under Federal regulation that all PEG Access channels be carried on the (analog) basic service tier.²⁵

The cable operators may contend that an incorporated city is not permitted to designate the County as an eligible user of a PEG Access channel in that community.²⁶ If this argument is successful, it could frustrate the widest possible distribution of the County Channel.

It also is possible that the operators will refuse to permit use, or require payment for use, of the cable operator interconnect already in place for the City of Los Angeles Channel 35. Again, this appears to be contrary to the obligation that exists in the current County cable franchises.

At least one of the operators has verbally indicated the desire to be paid for fulfilling its existing contractual obligation to provide the County Channel.

²⁵ See footnote 7.

²⁶ At least one of the cable operators already has made such a claim, although no legal basis for this position has been provided.

While it is believed that many of the cable operators' positions are without merit, they may have the consequence of delaying the widespread implementation of the County Channel.

(2) Cities

Many cities already have expressed both an interest and a willingness to work with the County, while at the same time expressing concerns. The concerns include:

- A reduction of city franchise benefits in exchange for a County benefit (a channel)
- The County providing the service for free initially, but requesting or requiring financial support later.
- Conflicting agendas between the County and city.
- A failure of the County and city to partner in cable programming efforts.

Each of these concerns can be addressed by County actions over time by cultivating relationships and building partnerships. The County should actively explore options and actions that will be mutually beneficial to the County and the partnering city.

(3) County

The administrative structure of the County is large and diverse. On occasion, there may be competing internal interests within the large context of providing service to the residents of the County. Just as the County will likely need to partner with cities, cable operators and others, County departments also will need to partner for the common goals and opportunities presented by the County Channel.

This report has not been charged with reviewing or determining the financial viability or funding resources for a County Channel. A Government Access channel is a resource for the distribution of information to a wide audience in a timely manner. Any value would be difficult to quantify monetarily.

For a County Channel to be successful, it likely will be critical that the effort have the direct support of the Board of Supervisors and the CAO. This will include:

- Requiring the County-franchised cable operators to fulfill requirements of their existing cable franchises to provide for receiving and distributing the County Channel in unincorporated County areas.

- Supporting staff in partnering with incorporated cities and the ongoing building of relationships that mutually benefit the parties.
- Supporting the negotiation of financial support for the County Channel in the forthcoming franchise renewals. This may include financial provisions that may be separately itemized on subscriber bills.
- Support staff in articulating the benefits of the County Channel to cable subscribers.
- Supporting the directing of County departments to coordinate efforts in the development of programming for the County Channel.
- Supporting the development, operation and promotion of the County Channel both financially and administratively.
- Supporting the initial start-up and expansion of the County Channel while exercising the patience that will be needed for the long-term development of a County Channel.

(4) Cable Subscribers and Residents

Any County Channel carried on cable systems will be provided to and received by cable system subscribers. While many benefits can be associated with a County Channel, it is possible that some cable subscribers and residents may not perceive the benefits of the County Channel to outweigh the associated “costs.” Costs may include:

- Short-term subscriber confusion with regard to a new channel line-up with regard to any channel relocated or removed to accommodate the County Channel, as well as concerns with regard to the “lost” channel.
- Itemized financial support for the County Channel on monthly bills provided by cable operators to subscribers in unincorporated areas. This would be the result of the County successfully negotiating financial support for the County in cable franchise renewals.²⁷
- If the County Channel replaces (instead of supplements) the current Board meeting coverage on KLCS, those County

²⁷ See footnote 24.

residents without cable service may be concerned with regard to the loss of Board meeting coverage.

The County should be aware of these concerns as part of its decision-making process.

VI. FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

A. Findings

The findings of this report include the following:

- (1) A "County Channel" is consistent with the County of Los Angeles Strategic Plan.
- (2) At its meeting of July 15, 2003, the Board of Supervisors, on the motion of Supervisor Yaroslavsky, directed the Chief Administrative Officer and Director of the Department of Consumer Affairs to request that all 88 cities in the County partner with the County in the development of a Los Angeles County government cable channel.
- (3) Existing cable franchises for unincorporated County areas contain a requirement for an "Exclusive County Use Channel."
- (4) 28 of the County's 36 cable franchises expire by December 31, 2005.
- (5) Many of the cable franchises in the 88 incorporated cities, including the City of Los Angeles, either are in, or soon will be in, franchise renewal negotiations.
- (6) The franchise renewal process may provide an opportunity for obtaining support from cable operators for a County Channel.
- (7) From a technology perspective, delivery of the County Channel signal to cable operators is the same whether the cable operators then distribute the signal in unincorporated areas, incorporated cities or both.
- (8) A cable operator decision to provide the County Channel only to unincorporated areas is based on policy or costs and not technology concerns.
- (9) The operators generally would prefer to place the County Channel on a digital tier of service, where there may be many more unused channels available. However, this would be inconsistent with requirements of Federal regulations (which require carriage on the basic service tier) and the County's desire to reach the greatest number of viewers.

- (10) A cable operator fiber interconnect is in place to permit the City of Los Angeles to distribute video programming from the City studio in downtown Los Angeles to the cable operators serving City subscribers.
- (11) Technology issues will not limit the implementation of the County Channel.
- (12) The “generic” issues associated with the development and implementation of a County Channel include:
- Start slow and build. Do not expect to go from zero to a 24/7/365 operation overnight.
 - Think long-term.
 - Share resources.
 - Develop partnerships with other entities doing similar activities.
 - Involve the County cities and the cable operators in the process.
 - The support and commitment from the highest political and administrative levels for the development, operation and promotion of the channel is critical.
 - Having the right personnel is a key to driving the development of a channel.
 - Provide for channel capacity and financial support for programming equipment and operations as part of the cable franchise renewals.
 - Ensure that the channel will be beneficial for all parties.
- (13) Short term options include:
- Implementing the existing County Code requirements that obligate County-franchised cable operators to receive and distribute the County Channel in unincorporated County areas.
 - Partnering with the City of Santa Monica and the Los Angeles County Office of Education in the development of a pilot project.

- Exploring partnership opportunities with the City of Los Angeles.
- (14) The County should actively explore options and actions that will be mutually beneficial to the County, the partnering city and the cable operator(s).
 - (15) Just as the County will likely need to partner with cities, cable operators and others, County departments also will need to partner for the common goals and opportunities presented by the County Channel.

B. Conclusions

Based on the preceding, the following conclusions are reached:

- (1) The development and implementation of a County Channel is consistent with the Strategic Plan and the Board action of July 15, 2003.
- (2) Existing County cable franchises for unincorporated areas contain an obligation for the dedication of a channel for exclusive County use, for reception and distribution of the channel programming and for interconnection of cable systems operating in the County.
- (3) Most current franchises do not contain financial support for expenditures associated with a County Channel, but anticipated renewal of 28 of the County's 36 cable franchises due to expire in December 31, 2005 will provide the opportunity to negotiate for financial support from the cable operators.
- (4) Any financial support from the cable operators likely will be itemized on subscriber bills.
- (5) From a technology perspective, it is possible to distribute a County Channel signal to the major cable operators throughout the County, and to distribute the signal to most cable subscribers.
- (6) It is not clear whether the cable operators will volunteer to be supportive of the County efforts, or whether the County will have to attempt to enforce performance.
- (7) The County can learn from the experiences of other cities and counties that have developed Government Access

channels that are comparable to the desired County Channel.

- (8) The County should cultivate partnerships with cities in the County for programming and operating the County Channel. In particular, a partnership with the City of Los Angeles holds promise because of the City's extensive operations, wide reach and proximity to the Hall of Administration.
- (9) For a County Channel to be successful there must be support for the development, operation and promotion at the highest levels of the County.
- (10) The County must be able to exercise patience in order for the County Channel to develop into its optimal configuration.

C. Recommendations

The following recommendations are made:

- (1) The Board of Supervisors must determine whether to support the development and implementation of a County Channel.
- (2) If support is authorized, an initial project, or series of projects should be considered. Three independent, or possibly concurrent, projects may be considered as logical first steps:
 - Implementing the existing County Code requirements that obligate County-franchised cable operators to receive and distribute the County Channel in unincorporated County areas. This may involve an expansion and enhancement of the programming currently offered over the closed circuit system within the Hall of Administration.
 - Partnering with the City of Santa Monica for the distribution of the County Channel in that City. Explore options to activate and program the County Channel in cooperation with the Los Angeles County Office of Education (LACOE). LACOE maintains a studio, playback system and message board application that would allow for the immediate distribution of County Channel programming. First-year costs for this project are

estimated by the City and LACOE to be approximately \$52,500.

- Partnering with the City of Los Angeles in the development and distribution of programming to the approximately 38% of County residents who live in the City. This effort should include further investigation by the County with regard to the City designating the County as the user of an available, but not yet activated City-wide Public Access channel. The County should further work with the City to have a channel allocated to the County as part of the City's franchise renewal process.
- (3) If the County Channel is authorized, the Board and the CAO should:
- Require the County-franchised cable operators to fulfill requirements of their existing cable franchises to provide for receiving and distributing the County Channel in unincorporated County areas.
 - Support staff in partnering with incorporated cities and the ongoing building of relationships that mutually benefit the parties.
 - Support the negotiation of financial provisions for the County Channel in the forthcoming franchise renewals.
 - Support staff in articulating the benefits of the County Channel to cable subscribers.
 - Support the directing of County departments to coordinate efforts in the development of programming for the County Channel.
 - Support the development, operation and promotion of the County Channel both financially and administratively as feasible.
 - Support the initial start-up and expansion of the County Channel while exercising the patience that will be needed for the long-term development of a County Channel over the next five to ten years.
- (4) The Board should provide guidance to staff for long-term goals associated with the development and implementation

of a County Channel that is consistent with the objectives of the Strategic Plan.

APPENDIX A

JULY 15, 2003 BOARD OF SUPERVISORS ACTION



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Chief Administrative Officer
Director of Consumer Affairs

At its meeting held July 15, 2003, the Board took the following action:

1

Supervisor Yaroslavsky made the following revised statement:

"During the past 30 years, cable television has become an increasingly significant part of the overall media mix available to consumers. As over-the-air commercial TV channels curtail their own news and public affairs commitment, dedicated cable channels for public access, educational and governmental (PEG) programs have stepped into the breach and are rapidly becoming a vitally important source of information about local government and civic life.

"Through an arrangement with KLCS, a channel licensed to the Los Angeles Unified School District, the County of Los Angeles currently buys time to broadcast the weekly Board of Supervisors meetings. This arrangement is inadequate, however, because we are unable to broadcast the meetings live; meetings of the Board are not televised until 10:00 pm the day after they take place. This time delay is inconvenient for viewers, limits our audience and reduces the public's ability to obtain information and otherwise participate in the County decision making process.

"In addition, there are many County services and programs available to constituents that are worthy of publicizing via cable television, ranging from social service eligibility and tax and permit assistance to recreational opportunities and cultural activities.

(Continued on Page 2)

1 (Continued)

"The County of Los Angeles would benefit greatly from uniform Countywide dedicated channels for public access, educational and governmental programming. As a local franchising authority the County is entitled to require that cable operators make channels available for these purposes when granting or renewing their franchise operating agreements. However, we are hampered by the fact that we only have franchising authority over the various disconnected pockets of unincorporated areas in which only about 10% of County constituents reside. While the County does require our own cable franchisees to set aside PEG channels serving these areas, we have no control over franchises in incorporated cities where the other 90% of County residents live.

"The City of Los Angeles comprises about 38% of County residents and is about to undertake a cable television franchise renewal process. As a dedicated County channel would be beneficial to all County residents, including those who live within the City of Los Angeles, we should work with City officials to secure the use of cable channels citywide for County use. The City is now undertaking a 'needs assessment' survey to ascertain what programming services city officials and local communities want to be incorporated in the franchise renewals. The County should respond to the needs assessment by asking the City to take all steps necessary to dedicate a channel for County use.

"Many of the other 87 cities in the County may be interested in providing unused channel capacity to the County or in negotiating for the provision of such channels through upcoming franchise negotiations. Cable operators may be interested in working with the County on development of a County channel as a way of strengthening their appeal to local audiences. In addition, other media and communications organizations may have an interest in partnering with the County in this venture."

(Continued on Page 3)

1 (Continued)

Therefore, on motion of Supervisor Yaroslavsky, seconded by Supervisor Molina, unanimously carried, the Board took the following actions:

1. Instructed the Executive Officer of the Board to send five-signature letters to the Mayor of the City of Los Angeles, the City Council President, the Chairman of the City Council's Information Technology and General Services Committee, and the President of the Board of Information Technology Commissioners requesting that development of a dedicated channel for County-related programming and public service information be included in its cable television needs assessment survey and its upcoming cable television franchise renewal process; and
2. Instructed the Chief Administrative Officer and the Director of Consumer Affairs to:
 - a. Request all 88 cities in Los Angeles County to partner with the County in the development of a Los Angeles County governmental channel;
 - b. Work with the cities, beginning with the City of Los Angeles, and with interested cable television operators and other media and communications interests in furtherance of this aim; and
 - c. Report back to the Board within 90 days with progress made.

8071503-1

Copies distributed:

Each Supervisor
County Counsel

Letters sent to:

Mayor, City of Los Angeles
President, Los Angeles City Council
Chair, Los Angeles City Council Committee on
Information Technology and General Services
President, City of Los Angeles, Board of Information
Technology Commissioners

APPENDIX B

CAO'S 90-DAY REPORT TO BOARD



County of Los Angeles CHIEF ADMINISTRATIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION • LOS ANGELES, CALIFORNIA 90012
(213) 974-1101
<http://cao.co.la.ca.us>

DAVID E. JANSSEN
Chief Administrative Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE BRATHWAITE BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

October 20, 2003

To: Supervisor Yvonne Brathwaite Burke, Chair
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: David E. Janssen
Chief Administrative Officer

UPDATE ON COUNTY CHANNEL

On July 15, 2003, your Board approved a motion asking the Chief Administrative Office and the Department of Consumer Affairs to work with the 88 cities, interested cable television operators, and other media and communications interests to further the County's aim of developing a cable channel to provide countywide programming of County information. This memorandum is in response to the request for a report in 90 days on the progress of the effort.

Letters have been sent to each of the cities advising them of the County's interest in establishing a County Channel, and asking them to consider dedicating a channel to carry the programming. Follow-up contact has been made with several of the cities, including the City of Los Angeles, which has indicated it will include the County Channel in its upcoming negotiations with cable franchisers.

The first major step in developing a County Channel is linking the cable systems so that the programming could cover the entire County area. We have had three meetings with the cable companies, and they have agreed to have their engineers work with us to design such a system. The engineers met Friday, October 17, to share their ideas. Having the cooperation of the cable companies is critical to our project, and we are encouraged by their willingness to participate in the design work.

cochannel

"To Enrich Lives Through Effective And Caring Service"

Each Supervisor
October 20, 2003
Page 2

Once a system is designed to carry the programming, we will report back to your Board with the cost information and to obtain further direction.

The next major steps would be to develop programming, including determining whether we wish to approach other regional governmental entities about their desirability to be a partner in this project, and intensifying our efforts in getting the cities to dedicate a channel to carry our programming.

Attached is a detailed report on our efforts in the past 90 days. It was prepared by consultant Michael Friedman, who was hired to help facilitate this project.

Please contact me if you have any questions about the County Channel or your staff may contact Judy Hammond of my office at 974-1363.

DEJ:GK
JH:mp

Attachment

c: Executive Officer, Board of Supervisors
Consumer Affairs
County Counsel



TELECOMMUNICATIONS MANAGEMENT CORP.

5757 Wilshire Blvd. • Suite 635 • Los Angeles, CA 90036 • (323) 931-2600 • Fax (323) 931-7355

September 26, 2003

Mr. David E. Janssen
Chief Administrative Officer
County of Los Angeles
713 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Mr. Janssen:

Enclosed is a copy of the Telecommunications Management Corp. (TMC) progress report detailing actions taken in response the County of Los Angeles Board of Supervisors motion of July 15, 2003 regarding the "County Channel."

Please feel free to contact me with any questions you may have.

Sincerely,

Michael J. Friedman
Vice President

Enclosures

C: Pastor Herrera, Jr.
Fern Taylor
Lari Sheehan
Judy Hammond
Jaclyn Tilley Hill



PROGRESS REPORT

COUNTY OF LOS ANGELES JULY 15, 2003 BOARD OF SUPERVISORS ACTION

Background

At its meeting on July 15, 2003, the County of Los Angeles Board of Supervisors (the Board) adopted a motion requiring a number of actions to be taken associated with the development of a Los Angeles County Governmental Channel (the County Channel). A copy of the Board action is enclosed.

The Guiding Coalition, as part of the County's Strategic Planning process, had formed a committee tasked with examining various methods to improve communication within the County and between the County and its residents. This committee is called the Communications Support Group (CSG). One of CSG's goals is to examine issues related to the feasibility of a cable television channel that would carry County governmental programming.

As a result of the motion brought by the Board on July 25, 2003, the County has retained the services of Telecommunications Management Corp. (TMC) to assist in the gathering of information that will allow the County to determine the feasibility a County Channel. The following information is provided to address the directives contained in the Board motion.

Directives and Actions Taken

This report details the staff actions taken as a result of the Board motion. As will be noted, all of the Board directives have been satisfied. Additional steps to investigate the development of the County Channel also are being pursued.

The specific actions taken in response to each Board directive are provided below.

The Board took the following actions:

1. Instructed the Executive Officer of the Board to send five-signature letters to the Mayor of the City of Los Angeles, the City Council President, the Chairman of the City Council's Information Technology and General Services Committee, and the President of the Board of Information Technology Commissioners requesting that development of a dedicated channel for County-related programming and public service information be included in its cable television needs assessment survey and its upcoming cable television franchise renewal process; and

Five-signature letters dated July 23, 2003 were sent to:

James K. Hahn, Mayor, City of Los Angeles
Alex Padilla, President, Los Angeles City Council
Bernard Parks, Chair, Los Angeles City Council Committee on
Information Technology and General Services
Henry D. Gradstein, President, Los Angeles City Board of
Information Technology Commissioners.

A copy of each letter is enclosed with this report.

Los Angeles City Information Technology Agency (ITA) has shared a copy of the September 5, 2003 cable television needs assessment report draft. In the "Summary of Public, Educational and Governmental Needs Assessment Finding" is "One (1) full-time Citywide County of Los Angeles channel" (page 107 of the report). Because of the length of the City report, a copy is not enclosed, but will be provided upon request. The report has been provided in draft form and may be modified prior to being finalized.

It is noted that the Board action contemplates the possible designation of a County Channel during the Los Angeles City franchise renewal process currently in the beginning stages. Since this process may not be completed for several years, alternatives are being pursued that may accelerate the availability of a channel for County use that would permit County programming to be distributed to residents in the City of Los Angeles.

The Board also:

2. Instructed the Chief Administrative Officer and the Director of Consumer Affairs to:

a. Request all 88 cities in Los Angeles County to partner with the County in the development of a Los Angeles County governmental channel;

Letters dated September 15, 2003 were sent to the City Managers of the 88 incorporated cities within the County. A sample letter and a copy of the mailing list are enclosed with this report.

b. Work with the cities, beginning with the City of Los Angeles, and with interested cable television operators and other media and communications interests in furtherance of this aim;

In discussions with Los Angeles City ITA staff, the City's desire to work with the County on this project has been expressed. A meeting has been scheduled for October 15, 2003 with ITA representatives, including the Assistant General Manager responsible for cable issues, to discuss a possible partnership.

On July 18, 2003, representatives of the Chief Administrative Office (CAO), Department of Consumer Affairs (DCA) and TMC met with the Cable TV Manager for the City of Santa Monica to discuss a possible partnership between Santa Monica and the County. The Santa Monica representative indicated the possibility of the County utilizing an available City channel on the Adelphia cable system in the City.

On August 15, 2003 the CAO, DCA and TMC met with representatives of all of the major cable service providers within the County. The cable operators in attendance were Adelphia, Altrio, Charter, Comcast, Cox and Time Warner. The purpose of this meeting was to review the July 15th Board motion and discuss opportunities for the County and the cable operators to work together in the development of a County Channel.

A follow-up meeting with technical staff of these providers was held on September 18, 2003. Also in attendance at this meeting were engineers from the City of Los Angeles ITA. The purpose of this meeting was to discuss technical and engineering concerns associated with delivery and distribution any County Channel signal. The County and technical staff are scheduled to reconvene in mid-October.

TMC has received responses to the CAO's September 15th letter from representatives of Bellflower, Cerritos, Glendale and West Hollywood. TMC also has initiated contact with the Cities of Calabasas, Commerce, Culver City, La Puente, Lakewood, Santa Clarita, Santa Monica, Torrance and West Covina with regard to the County Channel. Additionally, TMC has approached the Board of Directors of the States of California and Nevada chapter of the National Association of Telecommunications Officers and Advisors (SCAN NATOA) and requested that the Chapter consider providing assistance with regard to certain aspects of the County Channel. [Disclosure: TMC Vice President, Michael J. Friedman serves as a member of the SCAN NATOA Board.]

c. Report back to the Board within 90 days with progress made.

This report has been prepared to provide the Board, through the CAO, the progress made in response to the Board motion. CSG and TMC are continuing to gather information relating to the County Channel, and will provide regular progress updates to the CAO and the Board.

Enclosures:

July 15, 2003 Board Action

July 23, 2003 Five-Signature Letters (four letters)

September 15, 2003 Letter to 88 Cities and Mailing List

APPENDIX C

SAMPLE LONG BEACH PROGRAMMING SCHEDULE



It's your city

Long Beach Television informs Long Beach residents about what's happening right in their hometown. Through original programming and continuing news and council coverage, LBTV links the city's diverse population with its civic center and neighborhoods. LBTV is committed to informing, educating and entertaining Long Beach residents.

Long Beach City Council

LBTV presents full coverage of the Long Beach City Council meeting in its entirety.

Heart of the City

City Council Members discuss timely issues with City staff and community leaders.

Snapshots: Long Beach

Learn more about your diverse community and what it has to offer.

Lost... But Found

LBTV and the Long Beach Animal Control Center feature lost pets being held at the Center — airs after *Snapshots: Long Beach*.

Behind the Badge

The Long Beach Police Department shares important information on public safety and how you can join the force.

Long Beach: The Source

All you wanted to know about the City — from important City phone numbers to City events.

Pet Place

Host Fred Bergendorff showcases lovable animals available for adoption from the Long Beach Animal Shelter, and presents informative features on our animal companions.

Reality Check

Hosts Izumi and Sean lead discussions on topics of interest to Long Beach youth.

The Parks, Recreation and Marine Show

The Parks, Recreation and Marine Department highlights information on recreation programs offered here in Long Beach.

The Fire Department Show

The Long Beach Fire Department shows new innovations and technologies used by the department for public safety.

Healthy Long Beach

The Department of Health and Human Services highlights public health issues as well as programs offered by the department.

Accessible Long Beach

This news magazine focuses on the issues concerning the city's disabled community.

The Letter of the Law

City Prosecutor Tom Reeves talks about legal issues.

The California Channel

The California Channel offers coverage of the California Legislature, as well as other programs of interest to California residents.



It's your city

City of Long Beach
Long Beach Television
cable channel 8-A

LBTV 8

effective
October 29, 2003

This information is available in an alternative format by calling (562) 570-1122.

Long Beach Television cable channel 8-A

Schedule effective October 29, 2003
Schedule subject to change without notice

EARLY MORNING

SEVEN DAYS A WEEK

am 5:45 Long Beach: The Source
6:00 Pet Place
6:30 Reality Check
7:00 Healthy Long Beach
7:30 Heart of the City
8:30 Snapshot: Long Beach

MONDAY

am 9:00 The California Channel
pm 3:00 Pet Place
3:30 The Fire Department Show
4:00 Behind the Badge
4:30 Healthy Long Beach
5:00 Heart of the City
6:00 Snapshot: Long Beach
6:30 Reality Check
7:00 The Parks, Recreation and Marine Show
7:30 Accessible Long Beach
8:00 Heart of the City
9:00 Snapshot: Long Beach
9:30 Reality Check
10:00 Behind the Badge
10:30 Letter of the Law
11:00 Scenes from the Aquarium
11:30 Long Beach: The Source

WEDNESDAY

am 9:00 The California Channel
pm 3:00 Pet Place
3:30 The Fire Department Show
4:00 Behind the Badge
4:30 Healthy Long Beach
5:00 Heart of the City
6:00 Snapshot: Long Beach
6:30 Reality Check
7:00 The Parks, Recreation and Marine Show
7:30 Accessible Long Beach
8:00 Heart of the City
9:00 Snapshot: Long Beach
9:30 Reality Check
10:00 Behind the Badge
10:30 Letter of the Law
11:00 Scenes from the Aquarium
11:30 Long Beach: The Source

FRIDAY

am 9:00 The California Channel
pm 3:00 Pet Place
3:30 The Fire Department Show
4:00 Behind the Badge
4:30 Healthy Long Beach
5:00 Heart of the City
6:00 Snapshot: Long Beach
6:30 Reality Check
7:00 The Parks, Recreation and Marine Show
7:30 Long Beach City Council meeting
Replayed in its entirety

SUNDAY

am 9:00 Heart of the City
10:00 Snapshot: Long Beach
10:30 Pet Place
11:00 Reality Check
11:30 Healthy Long Beach
pm 12:00 Accessible Long Beach
12:30 Long Beach: The Source
1:00 Heart of the City
2:00 Long Beach City Council meeting
Replayed in its entirety

LBTv programming to follow after conclusion of City Council meeting:

Reality Check
Snapshot: Long Beach
Reality Check
Heart of the City
Snapshot: Long Beach
Reality Check
Behind the Badge

THURSDAY

am 9:00 The California Channel
pm 3:00 Reality Check
3:30 Accessible Long Beach
4:00 The Parks, Recreation and Marine Show
4:30 Healthy Long Beach
5:00 Pet Place
5:30 Letter of the Law
6:00 Snapshot: Long Beach
6:30 Heart of the City
7:30 Long Beach City Council meeting
Replayed in its entirety

SATURDAY

am 9:00 Heart of the City
10:00 Long Beach City Council meeting
Replayed in its entirety
pm 4:00 Reality Check
4:30 Accessible Long Beach
5:00 The Parks, Recreation and Marine Show
5:30 Healthy Long Beach
6:00 Pet Place
6:30 Letter of the Law
7:00 Snapshot: Long Beach
7:30 Heart of the City
8:30 Behind the Badge
9:00 The Fire Department Show
9:30 Long Beach: The Source

TUESDAY

am 9:00 The California Channel
pm 3:00 Reality Check
3:30 Snapshot: Long Beach
4:00 Heart of the City
5:00 Long Beach City Council meeting
LIVE

APPENDIX D

SAMPLE SAN DIEGO COUNTY PROGRAMMING SCHEDULE

Program Guide

12/8/2003 to 12/13/2003, Channel: CTN

Monday, December 8

6:00 am

Classic Arts Showcase

A collection of shorts on the arts.

7:00 am

County Chronicles

7:30 am

The County How It Works: Assessor-Recorder-County Clerk

8:00 am

Feeling Fit Club

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on food pyramid.

9:00 am

Tai Chi: Exercise for People with Arthritis

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

9:30 am

American Passages: A Literary Survey-Social Realism

The elite and the poorest of the poor in turn-of-the-century New York. Which of these is more truly American?

10:00 am

Connie Martinson Talks Books

Talk show host Connie Martinson interviews authors about their books. The books are available at County Libraries.

10:30 am

Death: A Personal Understanding-A Child's View of Death

A child's developing understanding of death, and their growing fears, as they react to losing loved ones.

11:00 am

California Country

Gardening and cooking are featured in this program on California's agriculture.

11:30 am

Down To Earth

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

12:00 pm

Sam The Cooking Guy

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm

The County Cooks! With Chef Larry

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm

Feeling Fit Club

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on food pyramid.

2:00 pm

Tai Chi: Exercise for People with Arthritis

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

2:30 pm

County Chronicles

3:00 pm

Earth Café-Best of Earth Café

Smorgasbord of tips about water, shopping, wildlife at the Rocky Mountain Arsenal.

3:30 pm

Shamu TV: Destination Exploration

4:00 pm

The NASA SCI Files-The Case of the Barking Dogs

Emmy award-winning series integrates and enhances teaching of math, science, geography and technology.

5:00 pm

A Biography of America: Slavery

The rift between the North's industrial economy and culture, and the South's slave culture and economy.

5:30 pm

National Gallery of Art: American Impressionist William Merritt Chase

Highlights Chase's years at Shinnecock, on Long Island, NY, first important outdoor summer school of art in America.

6:00 pm

Classic Arts Showcase

A collection of shorts on the arts.

7:00 pm

The County Cooks! With Chef Larry

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm

Down To Earth

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm

County Chronicles

8:30 pm

Restore America-Rancho Guajome Adobe

The historic adobe at Rancho Guajome is featured by HGTV's "Restore America."

9:00 pm

California Country

Gardening and cooking are featured in this program on California's agriculture.

9:30 pm

A Biography of America: New World Encounters

The beginnings of American history from west to east.

10:00 pm

Homeless Court: Bringing the Court to the Street

10:30 pm

Pathways to Success

The Regional Occupational Program or ROP provides free courses in a variety of fields to students over the age of 16.

Program Guide

12/8/2003 to 12/13/2003, Channel: CTN

11:00 pm

**What's Up With Girls
(WINGS)**

Working to ensure and nurture girls'
success.

11:30 pm

County InfoGuide

Program Guide
12/8/2003 to 12/13/2003, Channel: CTN

Tuesday, December 9**6:00 am****Classic Arts Showcase**

A collection of shorts on the arts.

7:00 am**County Chronicles****7:30 am****A Biography of America:
Slavery**

The rift between the North's industrial economy and culture, and the South's slave culture and economy.

8:00 am**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Info on 5-A-Day Fruits/Veggies.

9:00 am**Board Conference-Identity
Theft- Live****12:00 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Info on 5-A-Day Fruits/Veggies.

2:00 pm**Board of Supervisors (Live)****5:00 pm****Focus San Diego County -
Glenn Wagner**

New County Chief Medical Examiner, Dr. Glenn Wagner, discusses his future plans and past high-profile investigations.

5:30 pm**National Gallery of Art:
Winslow Homer: The Nature
of the Artist**

Early illustrations of the Civil War, charming scenes in the country to powerful images of nature.

6:00 pm**Classic Arts Showcase**

A collection of shorts on the arts.

7:00 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm**County Chronicles****8:30 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

9:00 pm**Board of Supervisors
Conference-Identity Theft
(Replay)****11:00 pm****Board of Supervisors
(Replay)**

Program Guide
12/8/2003 to 12/13/2003, Channel: CTN

Wednesday, December 10**6:00 am****Classic Arts Showcase**

A collection of shorts on the arts.

7:00 am**County Chronicles****7:30 am****Focus San Diego County -
Glenn Wagner**

New County Chief Medical Examiner, Dr. Glenn Wagner, discusses his future plans and past high-profile investigations.

8:00 am**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on strong bones.

9:00 am**Board of Supervisors (Live)****12:00 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on strong bones.

2:00 pm**Board of Supervisors (Live)****5:00 pm****Update-Supervisor Bill
Horn: Highway 76**

Plans for a new park may help the process to widen Highway 76.

5:30 pm**National Gallery of Art: Feast
of the Gods**

Painted in 1514 by Giovanni Bellini, the viewer participates in unraveling clues about this mysterious masterpiece.

6:00 pm**Classic Arts Showcase**

A collection of shorts on the arts.

7:00 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm**County Chronicles****8:30 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

9:00 pm**Board of Supervisors
(Replay)**

Program Guide

12/8/2003 to 12/13/2003, Channel: CTN

Thursday, December 11**6:00 am****Classic Arts Showcase**

A collection of shorts on the arts.

7:00 am**County Chronicles****7:30 am****Update-Supervisor Bill Horn: Highway 76**

Plans for a new park may help the process to widen Highway 76.

8:00 am**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on healthy snacks.

9:00 am**Tai Chi: Exercise for People with Arthritis**

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

9:30 am**American Passages: A Literary Survey-Rhythms in Poetry**

What is modernism? Exploring the works of poets William Carlos Williams and Langston Hughes.

10:00 am**Connie Martinson Talks Books**

Talk show host Connie Martinson interviews authors about their books.

10:30 am**Power of Place: Russia & Neighboring Countries**

Republic of Dagestan contrasted with Chechnya. Plus, the difficulties of industrial production in Bratsk, Siberia

11:00 am**California Country**

Gardening and cooking are featured in this program on California's agriculture.

11:30 am**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

12:00 pm**Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm**The County Cooks! With Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm**Feeling Fit Club**

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on healthy snacks.

2:00 pm**Tai Chi: Exercise for People with Arthritis**

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

2:30 pm**County Chronicles****3:00 pm****Earth Café-Clean Water Act**

Achievements in purifying water and what remains to be done.

3:30 pm**Shamu TV: Edge of Africa****4:00 pm****The NASA SCI Files-The Case of the Electrical Mystery**

Emmy award-winning series integrates and enhances teaching of math, science, geography and technology.

5:00 pm**Focus San Diego County - Glenn Wagner**

New County Chief Medical Examiner, Dr. Glenn Wagner, discusses his future plans and past high-profile investigations.

5:30 pm**National Gallery of Art: John James Audubon - The Birds of America**

Audubon's career as a dedicated artist who documented the entire pantheon of American birds and wrote extensively.

6:00 pm**Classic Arts Showcase**

A collection of shorts on the arts.

7:00 pm**The County Cooks! With Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm**County Chronicles****8:30 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

9:00 pm**Classic Theater Night-Of Human Bondage**

(1934) Leslie Howard, Bette Davis. A doctor becomes infatuated with a waitress. Movie available at County libraries.

10:30 pm**American Cinema: The Star**

A look at stars from the angles of marketing, cultural icons and products of the industry.

11:30 pm**County InfoGuide**

Program Guide

12/8/2003 to 12/13/2003, Channel: CTN

Friday, December 12

6:00 am

Classic Arts Showcase

A collection of shorts on the arts.

7:00 am

County Chronicles

7:30 am

Focus San Diego County - Glenn Wagner

New County Chief Medical Examiner, Dr. Glenn Wagner, discusses his future plans and past high-profile investigations.

8:00 am

Feeling Fit Club

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on portion sizes

9:00 am

NASA: Destination Tomorrow

Solar sail, Charters of Freedom, spin tunnel, Next Generation Launch Vehicle and how a GPS works.

9:30 am

The Whole Child: Listening to Families

Ways to help families deal with everyday problems and life crises.

10:00 am

Connie Martinson Talks Books

Talk show host Connie Martinson interviews authors about their books.

10:30 am

Pathways to Success

The Regional Occupational Program or ROP provides free courses in a variety of fields to students over the age of 16.

11:00 am

California Country

Gardening and cooking are featured in this program on California's agriculture.

11:30 am

Down To Earth

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

12:00 pm

Sam The Cooking Guy

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm

The County Cooks! With Chef Larry

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm

Feeling Fit Club

Senior exercise program sponsored by San Diego County's Aging & Independence Services. Nutrition info on portion sizes

2:00 pm

Tai Chi: Exercise for People with Arthritis

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

2:30 pm

County Chronicles

3:00 pm

Earth Café-Alternative Fuels

A series of programs on the environment.

3:30 pm

Shamu TV: In Search of Great Apes

4:00 pm

NASA SCI Files-The Case of the Challenging Flight

Emmy award-winning series integrates and enhances teaching of math, science, geography and technology.

5:00 pm

A Biography of America: The Coming of the Civil War

The succession of incidents, from "Bloody Kansas" to the shots on Fort Sumter, that led to the Civil War.

5:30 pm

National Gallery of Art: Introduction to Sculpture

Orientation to the art of sculpture, illustrated entirely with works from the permanent collections of the NGA.

6:00 pm

Classic Arts Showcase

A collection of shorts on the arts.

7:00 pm

The County Cooks! With Chef Larry

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm

Down To Earth

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm

County Chronicles

8:30 pm

Sam The Cooking Guy

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

9:00 pm

Classic Theater Night - The Big Lift

(1950) Montgomery Clift, Paul Douglas. GI Flight Technicians during Berlin Airlift. Available in County libraries.

11:00 pm

San Diego County Water Authority- How It Works

11:30 pm

County InfoGuide

Program Guide

12/8/2003 to 12/13/2003, Channel: CTN

Saturday, December 13**6:00 am****Classic Arts Showcase**

A collection of shorts on the arts.

7:00 am**County Chronicles****7:30 am****A Biography of America:
The Coming of the Civil War**

The succession of incidents, from "Bloody Kansas" to the shots on Fort Sumter, that led to the Civil War.

8:00 am**Inside Oceanside**

Magazine show about the City of Oceanside.

8:30 am**Navy/Marine News**

Highlights the activities of the U.S. Navy and Marine Corps.

9:00 am**NASA: Destination Tomorrow**

Synthetic vision, the fetal heart rate monitor, measuring pollution with LIDAR, and a look at how airplanes fly.

9:30 am**Strive San Diego**

A program designed to help people get work.

10:00 am**Bears, Blocks & Blue Cards**

Informational program for day care providers.

10:30 am**Tai Chi: Exercise for People
with Arthritis**

Tai Chi exercise program designed for the Arthritis Foundation of America in San Diego County.

11:00 am**California Country**

Gardening and cooking are featured in this program on California's agriculture.

11:30 am**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

12:00 pm**Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

12:30 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

1:00 pm**Board of Supervisors
(Replay)****6:00 pm****KPRI Private Concert - The
Thorns, The Jayhawks**

Behind-the-scenes with today's recording artists. Interviews and performances in front of KPRI loyal listeners.

6:30 pm**Diving San Diego-The Yukon**

Scuba diving the Yukon underwater reef off Mission Beach. The Yukon is a sunken ship that is now part of Wreck Alley.

7:00 pm**The County Cooks! With
Chef Larry**

Chef Larry Banares goes international with a holiday show featuring arroz caldo, capirotda, eggnog and cheese straws.

7:30 pm**Down To Earth**

Devastating wildfires lead horticulturist Tom Piergrossi to talk about fire resistant plants and erosion control.

8:00 pm**County Chronicles****8:30 pm****Sam The Cooking Guy**

Emmy award winning TV personality Sam Zien presents his favorite recipes...among them, ribs and biscuits.

9:00 pm**Board of Supervisors
(Replay)**